

WHAT IS KNOWN ABOUT DUNHILL

N =	Total 300	MARKETS:				
		Los* Angeles %	Atlanta %	Metro** N.Y. %	Phoenix %	San Diego %
Heard of Dunhill	33	57	35	35	25	16
Familiar with cigarette/heard of it/seen it advertised	8	26	3	2	5	5
Have tried/smoked it before	5	17	7	2	3	--
It is a British/English brand	9	15	8	9	8	5
Very expensive cigarettes	5	11	3	5	3	4
Dunhill is a well-known name in tobacco	3	--	2	11	2	--
Dunhill makes cigarette lighters	2	6	3	3	--	--
High quality cigarette	2	6	2	2	--	--
Friends/relatives smoke it	2	4	2	2	2	3
Imported cigarette	1	6	--	--	2	--
Too strong tasting	2	2	2	3	2	2

* Los Angeles Suburb (Burbank)

** Northern New Jersey (Paramus)

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